

How to get the most from your USAG Stuttgart Publicity Center

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Publicity Center Coverage is two fold:

- 1) Promote the event, service or program
- 2) Cover the event, service or program

Promoting

Naturally, we do the best we can to maximize the publicity of programs, events or services'. Managers and points of contacts can assist us by providing clear and concise information for maximum effectiveness. All requests must be in writing and can be submitted to the USAG Stuttgart Publicity Center via: e-mail to stuttgartmedia@eur.army.mil, fax to 421-2570/ CIV. 0711-729-2570, or take a hard copy to the USAG Stuttgart Public Affairs Office in building 3307 on Kelley Barracks. A simple who, what, when and where will suffice, but details are very important in determining whether the event is newsworthy enough to cover and/or for developing scripts for AFN radio and television, as well as providing an external news release in support of. **-It's your event; help us "sell" it.**

Requesting coverage

In addition to who, what, when and where information, please submit details, which include WHY the event, program or service is unique and warrants publicity coverage. Simply requesting Publicity Center personnel to be at a place because something is happening is not sufficient enough. Stating WHY the event is newsworthy will provide our staff with a news angle or hook to maximize publicity.

*The Publicity Center staff will determine available media for an event, activity or service based on when the request is received, whether all the information is correct at the time the request is received and available resources. All requests compete with other requests for timely release of information. Not all requests will require use of all available mediums.

Maximize your publicity by submitting event information early

If your goal is to reach the maximum possible audience, we need the maximum amount of time to make this happen for you. Listed on the next page are the publicity mediums that will be used to get the word out depending on when the information is received.

Event information provided: 5-8 Weeks out – maximum publicity:

The Citizen bi-weekly newspaper, USAG Stuttgart Community Post weekly electronic newspaper, USAG Stuttgart Web Site, the Command Information Channel, Community Marquees, news releases sent to AFN, Stars and Stripes and the German media (if event is applicable to that audience).

Event information provided: 3-4 Weeks out: good publicity

The Citizen bi-weekly newspaper (possibly), USAG Stuttgart Community Post weekly electronic newspaper, USAG Stuttgart Web Site, the Command Information Channel, news releases sent to AFN, Stars and Stripes and the German media (if event is applicable to that audience).

Event information provided: 1-2 Weeks out: fair publicity

USAG Stuttgart Community Post weekly electronic newspaper (possibly), Command Information Channel, USAG Stuttgart Web Site, Global E-mails, and news releases sent to AFN, Stars and Stripes and the German media (if event is applicable to that audience).

Event information provided: 3-7 Days out: minimal publicity

Command Information Channel, USAG Stuttgart Web Site, Global E-mails and news releases sent to AFN & Stars and Stripes.

Event information provided: 2 Days or less: poor publicity

Command Information Channel, possibly on the USAG Stuttgart Web and Global e-mails.

Event information provided: **1 Day out: least publicity possible

Global e-mail and emergency call into local AFN radio.

** 24-hour requests are only for emergency situations that need immediate publicity. For example, traffic pattern changes, weather or traffic-related closures, FPCON level changes, local protests, etc.

Additional external publications

The Publicity Center staff **may** be able to assist you in accessing the following external publications to help further your promotional efforts.

Deadlines vary by publication and the Publicity Center staff cannot guarantee your information will be printed.

Stars & Stripes: Daily newspaper, Europe-wide distribution

First Choice Magazine: Bi-monthly magazine (USAG Stuttgart MWR), distributed locally.

Connection Magazine: Monthly magazine (USAG Hessen MWR), distributed theater-wide.

Accents Magazine: Bi-monthly magazine (Private, non-NATO), distributed locally.

R&R TV Magazine: Monthly magazine (Private, non-NATO), distributed theater-wide.

The Citizen Newspaper

To maximize publicity opportunities, note these important publication dates.

June 5 & 19

July 3, 20 & 31

August 14 & 28

September 11 & 25

October 9 & 23

November 6 & 20

December 4 & 18

*To have your event, activity or program considered to appear in the *Citizen*, submit the required information 3-8 weeks in advance of the event.

The Community Post

The Stuttgart Community Post is published electronically every Friday and is available on the USAG Stuttgart website (www.stuttgart.army.mil) and via e-mail delivery.

***In order to include your announcement, we need to receive it by 1200 Wednesday.

➤ Ensure you have included all the essential information/ details.

➤ Use regular, American, civilian English for dates and times.

Example: 1400-1500, 12JUNE2007 should be written: "2 to 3 p.m., Tuesday, June 12". **No need to put the year, everyone should know that it is 2007.

The Electronic Marquees

The electronic marquees are not designed to display a lot of information; just very basic information only. For example: what, when, where. They are good to use as memory joggers for detailed info that may be in the Community Post, Citizen or on the CIC.

The marquees are limited to three lines at 12 characters, including spaces, across.

Use the above table as a template for sending your requests to have information on the marquees.

If your message doesn't fit in the boxes, it won't fit on the marquee.

The Command Information Channel (CIC)

The Command Information Channel is a looped PowerPoint slideshow that is available in all on-post facilities and housing units that are wired to the on-post TKS cable service. New information (slides) is added/ updated at least twice a week.

11 tips on building a useable slide for the Command Information Channel

1. Start with a blank slide.
2. Do not use place holders- add a text box.
3. Format text box: 'Text anchor point' = middle centered and 'internal margins' should all be "0".
4. Page setup: 'Sized for:' on-screen show, "Orientation": Landscape
5. Font size: nothing smaller than 24-28 pt font
6. Font type: Arial
7. Avoid using red or orange font or background coloring
8. Adding your logo is great! But, no more than one to two graphics per slide (try to avoid using clip-art)
9. Leave ½ inch at the bottom of the slide (for crawl banner)
10. Photos: Use "Insert" for your pictures instead of selecting them as background. This allows us to make the slideshow a smaller file.
11. Use regular, American, civilian English for dates and times.

Example: 1400-1500, 12JUUNE2007 should be written: "2 to 3 p.m., Tuesday, June 12". **No need to put the year, everyone should know that it is currently 2007.

NOTE: If you have a lot of information, you may make an additional slide rather than putting too much information on one slide.

USAG Stuttgart Public Website

It is YOUR site, own your page!

Send your webpage updates/ requests to: stuttgartwebmaster@eur.army.mil

For best results:

- Send updates as an attached Word document.
- Photos and graphics should be attached as separate files (jpg, gif, tiff), not imbedded in the word document or body of the e-mail.
- Additional/ supporting documentation is welcome.
- Use regular, American, civilian English for dates and times.

Example: 1400-1500, 12JUUNE2007 should be written: "2 to 3 p.m., Tuesday, June 12". **No need to put the year, everyone should know that it is currently 2007.

- ❖ If you would rather meet with the webmaster to update your page in person, please do so by appointment only. Sorry, no walk-ins.

Your photos are always welcomed and appreciated

The Publicity Center staff encourages the entire community to submit digital photos for consideration in all of its media outlets from the Command Information Channel to the Citizen newspaper.

Send your digital photos to the USAG Stuttgart Publicity Center as JPEGs via the e-mail address: stuttgartmedia@eur.army.mil.

Please provide information to let us know the: who, what, when and where your photos were taken. Also provide the name and phone number of a point of contact if more information is needed.

Examples of photo submission topics can include: Re-enlistments, promotions, award presentations, unit organizational days, community events, private organization outings, community sporting events, youth projects, school events, etc.

Information Release Request for Citizen Newspaper and Community Post

For News Briefs and Stories

Information that must be provided:

What:

When:

Where:

Who:

Why:

How:

POC: Office:

Name:

Phone: DSN

CIV.

Additional Information needed for stories only

Quotes:

Quotes:

Additional factual information pertaining to the story:

POC action taken: